

Notice of References Cited	Application/Control No. 09/885,970	Applicant(s)/Patent Under Reexamination FOGELSON, BRUCE A.	
	Examiner MICHELLE TARAE	Art Unit 3688	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
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	F	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Rivera, Carla. "United Way to Give Donors a Choice," Los Angeles Times, Jul 26, 1990
	V	Hodge, Shelby. "De Tocqueville Society trumpets United Way," Houston Chronicle, Feb 28, 1999
	W	Morton, Cynthia Renee. "Corporate social advertising's effect on audience attitudes toward company and cause," The University of Texas at Austin, 1999
	X	Campbell, Leland. "Consumer evaluation and response to philanthropic advertising," University of Massachusetts Amherst, 1992

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.